



# HAWAI'I STATE ENERGY OFFICE

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## STRATEGIC WORK PLAN

FEBRUARY 2022

Prepared by



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# INTRODUCTION

In 2008, the State of Hawai'i partnered with the U.S. Department of Energy to form the Hawai'i Clean Energy Initiative (HCEI), a long-term, collaborative effort to transform Hawai'i's energy ecosystem and, in the process, create a model for other states to follow. This laid the groundwork for a set of energy goals and policies designed to reach one of the most ambitious energy targets in the nation: by 2045, one hundred percent of the electricity in Hawai'i is to be produced by renewable energy sources.

The Hawai'i State Energy Office (HSEO) was established in 2019 to serve as the primary government entity for supporting HCEI. As more and more of HCEI's implementation targets are met, renewable energy projects will occupy and utilize an ever-increasing share of land and resources. They will, in turn, become an increasingly visible and impactful part of the experience of living in Hawai'i — for some communities more than others. Therefore, in service of its mission to promote energy efficiency, renewable energy, and clean transportation, HSEO has determined that it must invest in its own community outreach and engagement capabilities.

HSEO is committed to the development and implementation of a community outreach and stakeholder engagement program to build support for Hawai'i's clean energy and climate goals. By providing a more complete understanding of energy conversations and solutions, HSEO aims to empower community to provide input and make their voices heard amongst policy makers and project developers to help guide their decision-making processes.

To educate and inform community about Hawai'i's energy ecosystem, and ultimately reach the state's 100% renewable energy goals by 2045, HSEO contracted DTL Hawai'i to develop and execute a community outreach program that HSEO will continue to operationalize beyond the term of this collaboration.

The following Strategic Work Plan is designed to serve as a roadmap for future community engagement work by identifying the people and communities to be engaged, exploring outreach tactics, outlining a project timeline, and documenting materials and resources needed to accomplish the outreach efforts.

# PROJECT + INTENT

*The vision for this community engagement strategy is to honor and enhance relationships between places, people, and the past to support more abundant communities, now and into the future.*

## PROJECT GOALS



**ESTABLISH** relationships with individuals and organizations within target communities



**ENCOURAGE** communities to fully participate in Hawai'i's clean energy transition



**EDUCATE** communities with a baseline understanding of energy ecosystems so that community can offer meaningful input in a way that is useful for HSEO and the energy sector moving forward



**EMBOLDEN** trust within the community so that HSEO is seen as an important resource

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Upon completion, the project's success is measured with the following outcomes in mind:

- ▶ A relationship between HSEO and community is activated
- ▶ Communities feel a greater sense of agency and understanding of energy and its issues
- ▶ Communities feel heard
- ▶ Community pilina (connectedness) is strengthened

# METHODOLOGY

To educate, inform, and gather feedback from target communities and stakeholders, a four-part methodology was deployed to ground stakeholders in the knowledge of Hawai'i's past, with an eye towards its future, and mindful of our shared kuleana (responsibility) to Hawai'i's kūpuna (ancestors) and mo'opuna (descendants).



A translation of each phase and its relationship to this work is as follows:

**MO'OKŪ'AUHAU: The Lineage of Generations of Knowledge.** Every project begins as close to its source as possible. Through the research and development around Hawai'i's energy history, the community can determine its relevance and make stronger connections with the place and people of the project. The work of the Mo'okū'auhau phase is captured in the Cultural Narrative.

**MO'OLELO: The Lineage of Generations of Tales.** Hawaiian culture is an oral culture, and we believe in the power of talking to people. By talking story with key community and industry thought leaders, we start to understand how best to design the community outreach and engagement program. The work of the Mo'olelo phase is guided by this Strategic Work Plan, and relevant mana'o will be reflected in the Playbook.

**MO'OKA'I: The Lineage of Generations of Journeys.** The design and approach for the community outreach and engagement program is finalized and implementation begins through a journey of discovery, fact finding, clarity, and compromise. The work of the Mo'oka'i phase is guided by this Strategic Work Plan and the Playbook.

**MO'OWAIWAI: The Lineage of Generations of Valued Practices.** Continued implementation of the community outreach and engagement program will be carried out by HSEO. This valued practice will be directly supported by the Playbook, which will enable HSEO, along with their partners and collaborators, to either initiate or sustain connections with energy-impacted communities and successfully hold workshops and meetings there.

## MO'OKŪ'AUHAU

To share the mo'okū'auhau (a genealogy of people and place) of HSEO, energy, and Hawai'i, a Cultural Narrative was developed earlier in the collaboration. The intention of the Cultural Narrative is to provide HSEO's stakeholders with a deeper understanding of their relationship to the cultural history of Hawai'i so that they may be more effective in their work, equipped with a better understanding of their kuleana (responsibility or duty) to Hawai'i and its people. The common denominator in every renewable energy project is a utilization of natural resources and the Cultural Narrative developed earlier in this process provides a brief genealogy of natural resource management, use, and development in Hawai'i. Special attention is paid to how this cultural history impacts the community's engagement on matters of renewable energy.

The Cultural Narrative is divided into two sections: Yesterday and Today. Yesterday uses the theme of mālama 'āina (care for land) to introduce some foundational aspects of the pre-contact culture of Hawai'i that have relevance to renewable energy development at the community level today. The Today section uses the theme of aloha 'āina (love of land) as a framework for understanding how Hawaiian culture and history animate civil society in ways that are meaningful for community engagement.



# MO'OLELO

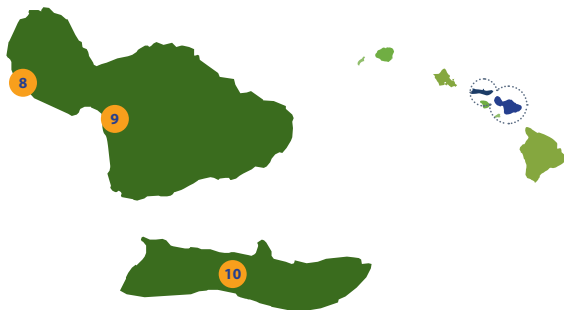
This Strategic Work Plan aims to strike a balance between gathering input from those who are currently engaged in the energy conversation and more importantly, those who are disenfranchised, living in under-resourced communities, and are not participating in conversations in and around Hawai'i's clean energy transformation.

The process to gather input from community is divided into three phases and organized around 11 targeted regions on O'ahu, Maui, Moloka'i, and Hawai'i Island where grid-scale renewable energy projects are expected to occur. These target communities include:



## O'ahu

- 1) Wai'anae
- 2) Kapolei & Kalaeloa
- 3) 'Ewa Beach
- 4) Pearl City
- 5) Waipi'o Village & Kunia
- 6) Mililani
- 7) Kahuku



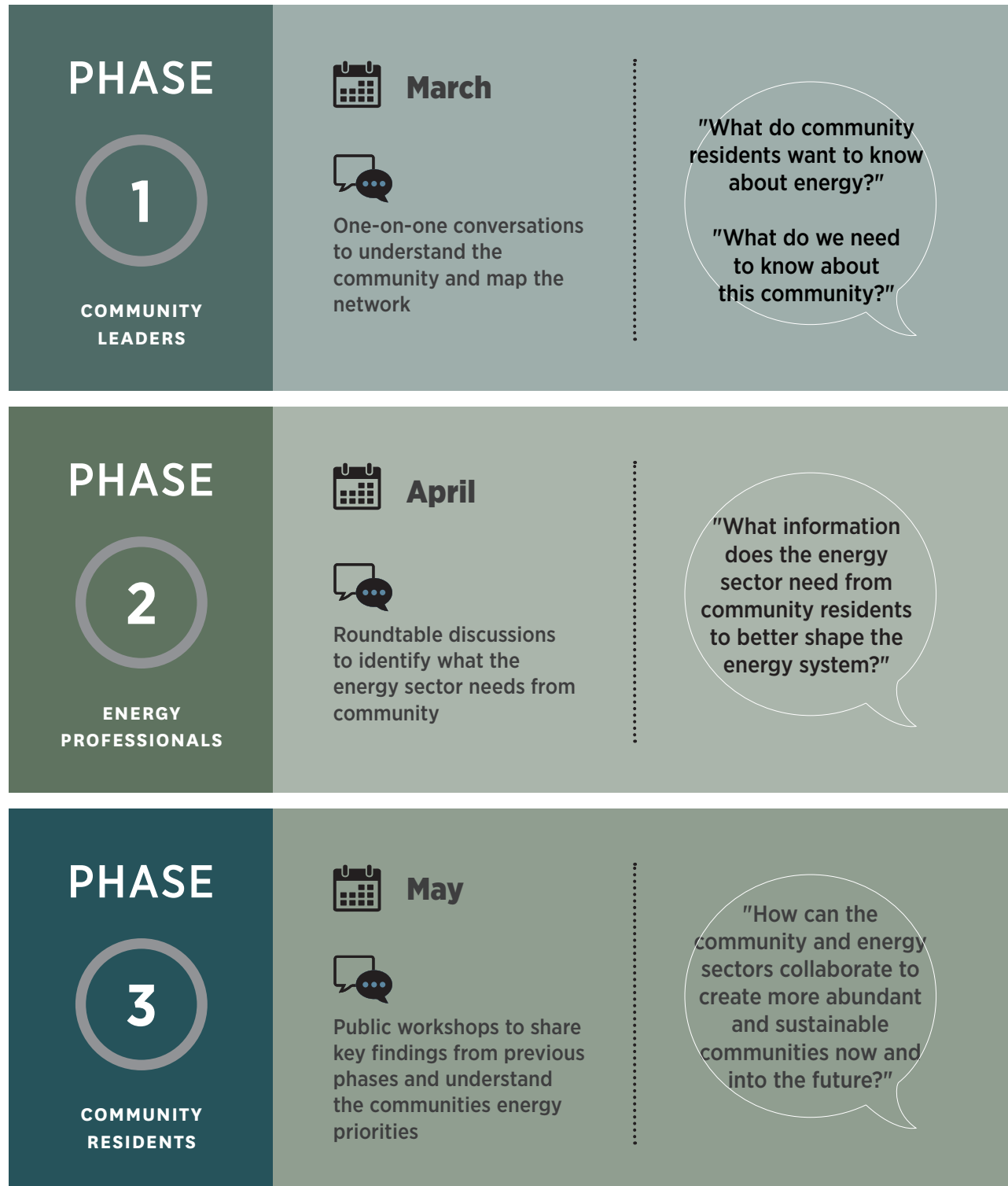
## Maui

- 8) Lāhainā
- 9) Kīhei
- 10) Moloka'i



## Hawai'i Island

- 11) Pāhoa

**COMMUNITY OUTREACH PROCESS**



## PHASE 1: ONE-ON-ONE COMMUNITY CONVERSATIONS

Host one-on-one virtual interviews with at least one community leader per target community. These one-on-one thought leader interviews are designed to **give courtesy notice to trusted members of the community who are grounded in their community, know their community well, and have a network through which they communicate with their community.**

The information gathered in these conversations will help to uncover what community residents know about energy and how HSEO can best meet these stakeholders. The intent of phase 1 is to glean information that's indicative of the larger community in which they either live and/or work. A question-and-answer format will provide insight into the goals, priorities, challenges, concerns, and general community sentiment shared within their networks.



### **Objective**

- Form an initial relationship between HSEO and influential member(s) of the community.
- Establish a baseline understanding of the community's condition, what's top of mind, and where energy fits into the level of concern.
- Understand what the community wants to know about energy.
- Understand how best to reach and communicate with community members about participating in energy conversations/meetings.
- Understand who else HSEO needs to talk to in this community.



### **Resources + Materials**

Each conversation will require two team members – one to facilitate and one to record. The following materials and resources will ensure a smooth and successful meeting.

- ✓ Agenda
- ✓ Presentation
- ✓ Zoom Link (recording feature is enabled)
- ✓ Computer (to take notes)

## PHASE 2: FOCUS GROUPS

Host in-person, focus groups with individuals who are **invested in Hawai'i's clean energy future, believe in the usefulness of community outreach and engagement in matters related to energy, and has knowledge and professional experience with energy/sustainability.**

Four (4) conversations will be conducted with industry stakeholders, one (1) virtual meeting will be held on Moloka'i, and a final in-person meeting with the Kahuku community passionate about energy. The expectation with Moloka'i and Kahuku is that these communities are more versed in the energy conversation than other regions throughout the pae 'āina.



### **Objective**

- Understand the energy industry's perspective on community engagement to identify existing challenges, needs, and opportunities.
- Identify the kinds of community feedback and involvement that would help the State of Hawai'i meet its energy goals.
- Gather first-hand experience with community outreach and engagement from the industry to inform best practices.



### **Resources + Materials**

Each conversation will be conducted by three (3) team members – one (1) person to present, one (1) person to facilitate, and one (1) to record notes. The following materials and resources will ensure a smooth and successful meeting.

- ✓ Agenda
- ✓ Presentation
- ✓ Zoom Link (recording feature is enabled)
- ✓ Computer (to take notes)

## PHASE 3: COMMUNITY WORKSHOPS

Coordinate a series of public, in-person workshops to share key findings from previous phases and gather feedback that will continue to inform the conversation and find energy ecosystem solutions. Through a series of facilitated activities organized in a yesterday, today, and tomorrow framework, participants will sit in small groups with a facilitator at each table to support the conversation and capture notes.

Three (3) community meetings will be held on O‘ahu (ideally ‘Ewa, Kapolei, Kahuku), two (2) on Maui (Kīhei and Lāhainā), and one (1) on Hawai‘i Island (Pāhoa). Community workshops will be widely promoted to anyone and everyone, with RSVPs strongly encouraged.



### **Objective**

- Educate the public about the state’s 100% clean energy and carbon-free economy mandates.
- Capture the energy goals and concerns of each community.
- Highlight the important role that every individual plays to achieve the state’s goals.
- Develop a community benefits package that will support future planning efforts.



### **Resources + Materials**

Each community meeting will require a presenter, one (1) facilitator per table of 10 (or less) participants, and a team member to coordinate the A/V and other logistics of the meeting space. The following materials and resources will ensure a smooth and successful meeting.

- ✓ Agenda
- ✓ Presentation
- ✓ Zoom Link (recording feature is enabled)
- ✓ Computer (to take notes)



### **Ongoing Outreach: Online Component**

Throughout the life of the outreach, an online survey will be made available for community members who wish to respond on their own time. A mixture of qualitative and quantitative questions will be asked to mimic the questioning from Phase 1, 2 and 3. All questions will be mindful of the local Hawai'i audience and ensure that outreach efforts are accessible to the entire state. Quantitative and qualitative data from the website will be included into the final report. The 27-question survey can be referenced in Appendix 4.



# MO'OWAIWAI

This Strategic Work Plan aims to strike a balance between gathering input from those who are currently engaged in the energy conversation and more importantly, those who are disenfranchised, living in under-resourced communities, and are not participating in conversations in and around Hawai'i's clean energy transformation.

The process to gather input from community is divided into three (3) phases and organized around 11 targeted regions on O'ahu, Maui, Moloka'i, and Hawai'i Island where grid-scale renewable energy projects are expected to occur. These target communities include:



## Timeline

	FEB	MAR	APR	MAY	JUN
<b>PHASE I</b>					
Develop Materials					
Identify Stakeholders					
Contact Stakeholders					
Meet with Stakeholders					
Follow Up with Stakeholders					
<b>PHASE II</b>					
Develop Materials					
Identify Stakeholders					
Contact Stakeholders					
Meet with Stakeholders					
Follow Up with Stakeholders					
<b>PHASE III</b>					
Develop Materials					
Promote Workshops					
Host Workshops					
Follow Up with Stakeholders					
<b>PHASE IV</b>					
Complete Reports					
Send Mahalo Email					
Post Reports Online					



## **Marketing, Promotions, Communications**

Marketing of the project will start with personal invitations for stakeholders to participate, shared via word of mouth, and grow more broadly via public relations and social meeting to build awareness for the Phase 3 community workshops.

**Phase 1** – Personal email to guests with follow-up phone calls to select a date of their choice

**Phase 2** – Develop a MailChimp invitation asking guests to select a date/time that is most convenient

**Phase 3** – To promote the community meetings to the public, Eventbrite and Facebook event pages will be established, a series of email blasts will be distributed to Phase 1 and Phase 2 stakeholders, flyers were physically posted in and around the community, emails and phone calls were made asking organizations to share the invitations within their networks, and the invite was posted to social media with a \$50 per boosted content budget. To encourage survey participation, an Action of Aloha Gift Box valued at \$100 was promised to one winner for every island.



## **Reports**

Community Engagement Report to summarize the engagement process, the feedback collected from stakeholders, and an analysis and recommendations for HSEO to consider into the future will be compiled at the completion of the project. A Hawai'i Siting Perspectives Report to capture the information learned about each target community and their needs and network will also be forthcoming upon completion of the project.

# APPENDIX 1

## STAKEHOLDER MAPS

# Stakeholder Maps



## Phase 1

<https://www.dropbox.com/s/8f62pvv273kdduw/Phase%201%20Stakeholder%20Map.xlsx?dl=0>



## Phase 2

<https://www.dropbox.com/s/87l725gbpmzfpzc/Phase%202%20Stakeholder%20Map.xlsx?dl=0>



## Phase 3

<https://www.dropbox.com/s/k696iyOzifo8h5m/Phase%203%20Stakeholder%20Map.xlsx?dl=0>



# **APPENDIX 2**

## PROMOTIONAL MATERIALS

# PROMOTIONAL MATERIALS

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[https://www.dropbox.com/sh/sxbn86wkvp3ofof/AAiiV-XFIOVpfxYDxjyl\\_wda?dl=0](https://www.dropbox.com/sh/sxbn86wkvp3ofof/AAiiV-XFIOVpfxYDxjyl_wda?dl=0)

- a. Community Workshop Flyers
- b. Public Relations
- c. Social Media Graphics
- d. Mail Chimp Invite

# **APPENDIX 3**

## MEETING MATERIALS

# MEETING MATERIALS

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Phase 1, Phase 2 and Phase 3 Meeting Materials can be accessed with the following link:



<https://www.dropbox.com/sh/y766sq9nfmma8r4/AABQpRGL-KTn8WHikiywOf4Xa?dl=0>

## Phase 1

- Agenda
- Presentation

## Phase 2

- Agenda (Virtual & In-Person)
- Presentation (Virtual & In-Person)

## Phase 3

- Activity 2 Work Sheet
- Agenda (Virtual & In-Person)
- Presentation (Virtual & In-Person)

# APPENDIX 4

ONLINE SURVEY

# Online Survey

## Hawai'i State Energy Office - Empowering Community Voices

**Hawai'i is making tremendous progress in reaching the state's clean energy goals, and it's important for all residents to participate in the transformation that is underway.**

**To build a clean energy vision together, the Hawai'i State Energy Office is committed to ensuring community voices are communicated to policy makers and project developers to help guide decision-making.**

**If you're interested in participating in the transformation that is underway, please take this 15-minute survey and help empower community voices in this process.**

1. What is your 5-digit zipcode?

2. How many family members live in your household?

3. Do you or a member of your immediate household work for an energy corporation, as an energy consultant, or an advocacy organization focused on energy issues?

☐ Yes

☐ No

4. How many cars in your household? Are any of them electric or hybrid?

5. Do you currently use public or alternative forms of transportation? If so, what forms of transportation do you use?

6. Where do you currently get your news and information from? Click all that apply.

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> Community Associations | <input type="checkbox"/> Radio     |
| <input type="checkbox"/> Civic Clubs            | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> Religious Groups       | <input type="checkbox"/> Facebook  |
| <input type="checkbox"/> Word of Mouth          | <input type="checkbox"/> Twitter   |
| <input type="checkbox"/> Neighborhood Boards    | <input type="checkbox"/> Instagram |
| <input type="checkbox"/> The Internet           | <input type="checkbox"/> YouTube   |
| <input type="checkbox"/> Television             |                                    |
| <input type="checkbox"/> Other (please specify) |                                    |

7. When it comes to community engagement and issues you care about, how do you prefer to connect and stay informed?

- |   |                                       |
|---|---------------------------------------|
| <input type="checkbox"/> Email                  | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Phone                  | <input type="checkbox"/> In-Person    |
| <input type="checkbox"/> Text                   |                                       |
| <input type="checkbox"/> Other (please specify) |                                       |

8. In keeping with the question before, how much time are you able to, or interested in, being engaged?

- |  |  |
|--|--|
| <input type="checkbox"/> 1-2 hours a day   | <input type="checkbox"/> 1-2 hours a quarter           |
| <input type="checkbox"/> 1-2 hours a week  | <input type="checkbox"/> As often as needed            |
| <input type="checkbox"/> 1-2 hours a month | <input type="checkbox"/> I'm too busy to engage at all |

9. What's preventing you from engaging more?

- ☐ Not enough notice
- ☐ Not enough time
- ☐ Not enough interest
- ☐ Not enough knowledge on the topic
- ☐ Other (please specify)

10. Are there other organizations or individuals that you recommend we connect with in the engagement process?

**Prioritizing Community Values**

11. Please rank these priority concerns in your community?

- |   |                                  |
|---|----------------------------------|
| ☐ | Housing                          |
| ☐ | Energy                           |
| ☐ | Kupuna Care                      |
| ☐ | Education                        |
| ☐ | Crime                            |
| ☐ | Transportation                   |
| ☐ | Cost of Living                   |
| ☐ | Job Availability                 |
| ☐ | Financial Stability              |
| ☐ | Protection of Cultural Resources |
| ☐ | Protection of Natural Resources  |

12. What do you want to be preserved in your community for generations to come?



**Understanding Clean Energy**

13. A word that comes to mind when you think of clean energy.

14. How much is your family's average electricity bill?

- |                                     |                                     |
|-------------------------------------|-------------------------------------|
| <input type="radio"/> Under \$50    | <input type="radio"/> \$250 - \$300 |
| <input type="radio"/> \$50 - \$100  | <input type="radio"/> \$300 - \$400 |
| <input type="radio"/> \$100 - \$150 | <input type="radio"/> \$400+        |
| <input type="radio"/> \$150 - \$200 |                                     |

15. On a scale of 1 - 10 (10 being the most), how top of mind is energy to you and your community?

0 10

16. On a scale of 1 - 10 (10 being the most), how familiar are you with the State of Hawai'i's renewable energy goals?

0 10

17. What ideas do you have, or have you heard of, to achieve 100% renewable energy?

18. Are there any renewable energy projects that you have been following in your community? If so, which ones? Please explain.

Community Workshop Mana'o

19. Did you get a chance to participate in one of the 6 statewide community meetings?

☐ Yes

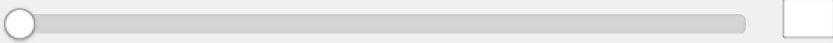
☐ No

20. That's great to hear! What's the most important thing you learned?

21. What's one thing you want to learn more about?

22. After attending, how motivated will you be to attend more meetings about the renewable energy transformation?

0 100



23. Mahalo for participating in this survey and providing your valuable mana'o! If you'd like to stay informed with HSEO's monthly newsletter, please enter your email address

**Transitioning to 100% Renewable Energy**

24. What is your top priority for participating in this clean energy economy? Please rank.

- ☐ Rooftop Solar
- ☐ Home Energy Audit
- ☐ Energy Efficiency Tools
- ☐ Community Based Renewable Energy
- ☐ General Information & Understanding on Projects and Benefits
- ☐ Increased Opportunities & Financial Assistance for Clean Transportation
- ☐ More Public EV Charging Stations
- ☐ Green Workforce Training & Employment Opportunities

25. Pick the top 4 features you most desire in a renewable energy project.

- ☐ On existing commercial/industrial land
- ☐ On low quality agricultural land
- ☐ On land with already contaminated soil that limits other allowable use
- ☐ Located out of public viewshed
- ☐ Enables multi land use opportunities
- ☐ Built with design standards that protect the environment
- ☐ Locally owned and operated
- ☐ Trains and hires with/in the community to operate
- ☐ Pays workers a living wage
- ☐ Carries out community engagement early and often
- ☐ Lowers monthly electric bills
- ☐ Other (please specify)

26. How would you like the energy industry to support your community?

- ☐ Community profit sharing
- ☐ Contribution to community-directed fund
- ☐ One time contribution
- ☐ Community infrastructure
- ☐ Education contributions
- ☐ Educational programming
- ☐ Workforce training and placement
- ☐ Energy efficiency rebates

27. Mahalo for participating in this survey and providing your valuable mana'o! If you'd like to stay informed with HSEO's monthly newsletter, please enter your email address.

